

March 25, 2011

To: Executive Board

Subject: **Amendment to Pulsar Advertising Contract No. 07-019**

Recommendation

Authorize the Executive Director to execute an amendment to the Pulsar Advertising General Marketing Services Contract No. 07-019 in the amount of \$27,000.

Analysis

In recent months gas prices at the pump have continued to rise and in some cases have exceeded \$4.00 per gallon with predictions that we may see \$5.00 per gallon in the not too distant future. Rising gas prices are not always enough to entice commuters out of their personal automobiles and onto public transportation. History shows that the magic number is somewhere around \$4.50 per gallon.

Capitalizing on the current situation, a Foothill Transit advertising campaign aimed at encouraging single occupancy vehicle riders to try Foothill Transit is proposed. The campaign will target solo drivers who are residents and visitors of the San Gabriel and Pomona Valleys and will drive them to www.foothilltransit.org. A campaign that combines traditional media (Cable/Print) along with non-traditional media (social media marketing) will provide the most exposure for the least cost.

Pulsar Advertising developed a Rising Gas Prices Campaign in 2006 that can be adapted to current marketplace needs and integrated with the updated "Going Good Places" tagline. The purpose of the campaign is to compare the cost of transit ridership to gas prices, giving motorists a reason to abandon their vehicles and try the more affordable Foothill Transit. The key message is "Gas prices aren't going anyplace good. But we are."

The Social Media component will be a geo-targeted Google keyword campaign, a Facebook paid ad campaign, and a YouTube promoted video campaign of our Rising Gas Prices cable spot to drive traffic to the website and the existing trip cost calculator. The proposed campaign would start April 1st and run through May.

The current Pulsar Advertising general marketing contract runs through March 31, 2011 and does not include the additional \$27,000 in agency creative and development that is required to support this unplanned campaign. The third and final one-year option of the Pulsar contract was recently approved and will take effect on April 1, 2011. Completion of many marketing projects already in the pipeline and the launch of new projects are already in place for at least the first quarter of the new contract year. There are sufficient funds in the FY2011 Marketing and Communications budget to accommodate the additional work, but an amendment to the contract will be required in order to move forward immediately.

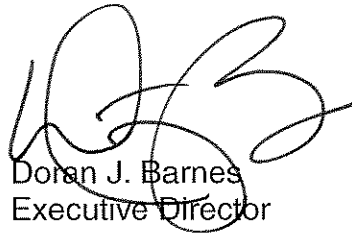
Budget Impact

There are sufficient funds in the FY2011 Marketing and Communications budget to accommodate the purchase of cable spots and new media advertising.

Sincerely,



Linda T. Somilleda
Director of Marketing and Communications



Doran J. Barnes
Executive Director